

## ABSTRACT OF THE DISCLOSURE

A method of distributing an advertisement is capable of reliably producing a sales promotion effect for commodities carried on the advertisement. A consumer uses a terminal to download contents data from a contents server in step S1. A banner advertisement image is transmitted from a coupon management server to the terminal in step S2. The terminal displays contents and a banner advertisement on its display screen. Thereafter, the consumer uses the terminal to access a shop Web site server, and acquires contents data including a commodity list in step S3. The coupon management server transmits coupon information to the terminal in step S4. The terminal displays the commodity list and the coupon information on the display screen. When settling information is transmitted from the terminal to the coupon management server, the coupon management server carries out a settling process.